

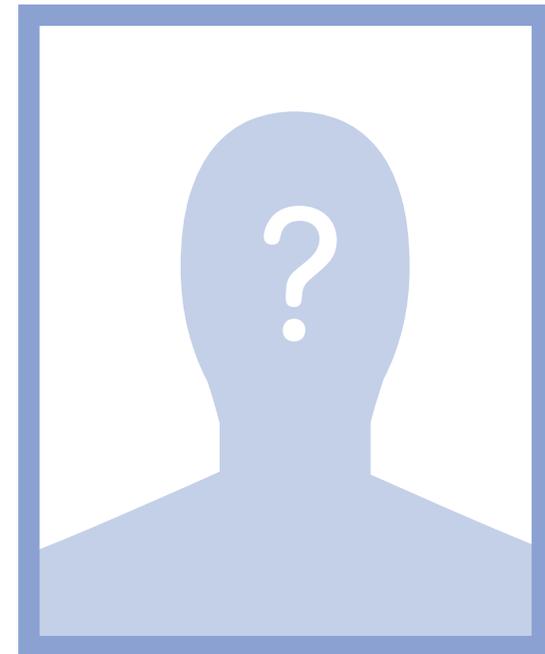
# Brand Values

1 .....

2 .....

3 .....

Think of different words that capture how you would like people to feel about your product or service. When you have generated as many as you can, pick 3 that best represent your brand.



Based on your 3 values, who or what might be the 'face' of your brand and why?

# Manifesto

A manifesto is a public declaration of intentions, opinions, objectives or motives.

Complete the statements to start building your manifesto alongside your brand values.

We will always....

We will never....

Our mission is....